

ABSTRACT

Indonesian consumers are currently heavy users of social media and are heavily influenced by messages on social media in their purchasing process. This study aims to determine the influence of Social Media Marketing Activities on customer loyalty, as well as examine the role of value equity, brand equity and relationship equity on customer loyalty.

This study used quantitative method with purposive sampling. Data obtained from the distribution of questionnaires to Disney+ Hotstar consumers in Indonesia as many as 400 respondents and analyzed using the Structural Equation Modeling method using AMOS 26 software.

Based on the analysis that has been carried out, it can be concluded that Social Media Marketing Activities have a positive and significant influence on customer equity drivers (value equity, brand equity and relationship equity). Of the three customer equity drivers (CEDs), only value equity and relationship equity showed a positive and significant influence on disney+ hotstar Indonesia customer loyalty.

Keywords : *Social Media Marketing Activities, Value Equity, Brand Equity, Relationship Equity, Customer Loyalty*